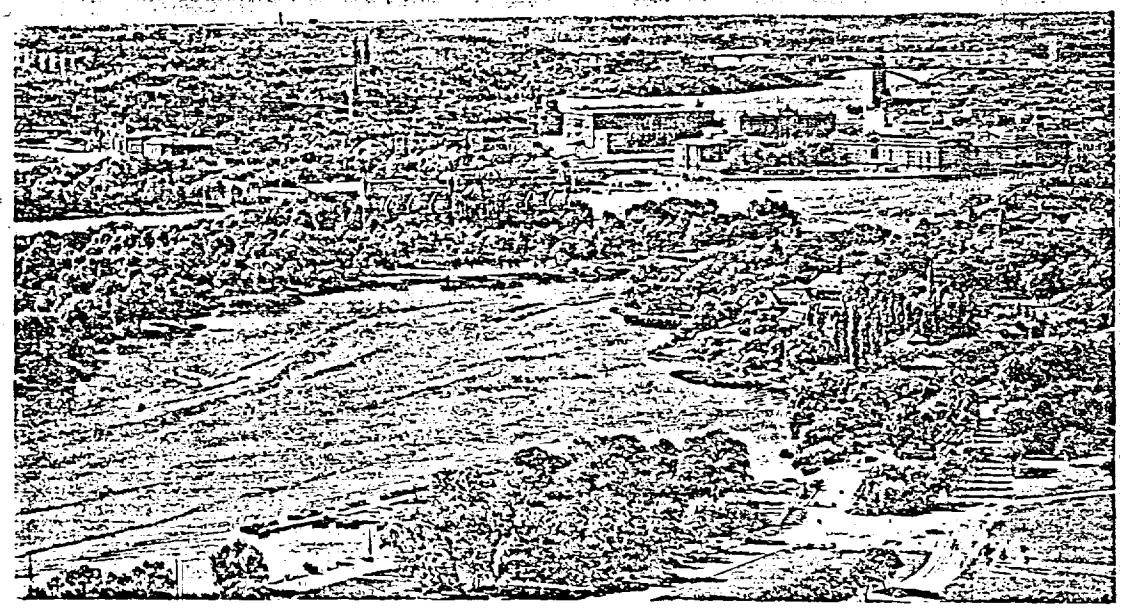
Fourth World Conference on Smoking and Health
Stockholm, Sweden, 18–21 June 1979

Cuarta Conferencia Mundial sobre el Tabaco y la Salud
Estocolmo, Suecia, 18–21 junio 1979

Quatrième Conférence mondiale sur l'Usage du Tabac et la Santé
Stockholm, Suède, 18–21 juin 1979



• Second circular

• Deuxième circulaire

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Fourth World Conference on Smoking and Health

ORGANIZERS

The Ministry of Health and Social Affairs
The National Smoking and Health Association (NTS)

SPONSORS

The Swedish Cancer Society
The Swedish Heart and Lung Association

CO-SPONSORS

International Society and Federation of Cardiology
International Union Against Cancer
International Union Against Tuberculosis
International Union for Health Education
World Health Organization

TIME AND PLACE

The Conference will be held on June 18—21, 1979, at the Folkets Hus Conference Centre, Barnhusgatan 12—14, Stockholm.

CONFERENCE BUREAU

During the Conference there will be a Conference Bureau at the Folkets Hus. It will be open for registration etc as follows:

Sunday, June 17	**15.00—20.00**
Monday, June 18	**08.00—17.00**
Tuesday, June 19	**08.00—17.00**
Wednesday, June 20	**08.00—17.00**
Thursday, June 21	**08.00—13.00**

The telephone number of the Conference Bureau will be: (08) 11 60 71

LANGUAGES

English, French and Spanish. During the General Sessions there will be simultaneous interpretation between these languages.

REGISTRATION

The enclosed Registration form, Form I, should be made out and sent to the Secretariat not later than February 28, 1979. (Later registration only at increased fee.) Participants will receive a letter confirming registration and payment. This letter should be shown on registration at the Conference Bureau.

REGISTRATION FEES

Active participants: Skr 500 until February 28, thereafter Skr 600. Accompanying persons: Skr 150

The fee for active participants includes entrance to all conference sessions, receipt of Final Programme, List of Participants, Abstract book and participation in the Social Programme as described.

The fee for accompanying persons includes receipt of Final Programme and participation in the Social Programme as described.

PAYMENT

Participants are kindly requested to submit all fees together with Form II not later than February 28, 1979. Payment can be made either:

- by cheque made out to "4th World Conference on Smoking and Health" or
- by banktransfer to account No 5203-29 132 24 Skandinaviska Enskilda Banken, S-106 40 STOCKHOLM, SWEDEN, mentioning "Fees for Mr/Ms..."

Please observe that *personal cheques cannot be accepted.* Payment must be in Swedish Kronor drawn on a Swedish correspondent bank. *Your remittance should be free of bank charges for us and your bank orders should bear a note to that effect.*

Please note that your registration and eventual abstract will not be considered final until the secretariat has received your payment.

CANCELLATIONS

If cancellations are received:	
before April 15, 1979	**fees will be refunded in full**
April 16—May 14, 1979	**fees will be refunded less expenses**
after May 15, 1979	**no refund can be made**

ACCOMMODATION

RESO Congress Service will handle hotel reservations. Application for accommodation should be made on Form II and be sent together with Form I.

TRANSPORT FROM THE AIRPORT

Bus transport from Arlanda Airport (international and domestic flights) to the City Terminal takes about 45 minutes (fare Skr 17). The taxi fare is approximately Skr 150.

PRE- AND POST CONFERENCE TOURS

A brochure describing several tours in Scandinavia will be mailed together with the confirmation of the registration.

WEATHER AND DRESS

The average day temperature in Stockholm in June is about 20 °C (68 °F) with chilly nights. Informal dress on all occasions.

FURTHER INFORMATION

For further general information, please write to:

The Conference Secretariat of the 4th World Conference on Smoking and Health
c/o RESO Congress Service
S-105 24 STOCKHOLM
SWEDEN
Telephone: (08) 20 16 62
Telex: 19805 RESO

For further information on the scientific programme, please write to:

The Organizing Committee of the 4th World Conference on Smoking and Health
Box 23110
S-104 35 STOCKHOLM
SWEDEN

Quatrième Conférence mondiale

ORGANISATEURS

Le Ministère de la Santé publique et des Affaires sociales
L'Association nationale pour les Effets du Tabac sur la Santé (NTS)

PATRONNAGE

La Société suédoise du Cancer
L'Association nationale suédoise pour l'Hygiène du Coeur et des Poumons

CO-PATRONNAGE

La Société et la Fédération Internationale de Cardiologie
L'Union Internationale contre le Cancer
L'Union internationale contre la Tuberculose
L'Union internationale de l'Education pour la Santé
L'Organisation mondiale de la Santé

DATE ET LIEU DE LA CONFÉRENCE

La conférence aura lieu du 18 au 21 juin 1979, à (Folkets Hus), le Centre de Conférence, Barnhusgatan 12—14, à Stockholm.

BUREAU DE LA CONFÉRENCE

Il y aura, durant toute la conférence, un bureau à Folkets Hus qui sera ouvert pour les inscriptions et autre, aux heures suivantes :

Dimanche 17 juin	**15 h—20 h**
Lundi 18 juin	**8 h—17 h**
Mardi 19 juin	**8 h—17 h**
Mercredi 20 juin	**8 h—17 h**
Jeudi 21 juin	**8 h—13 h**

Le numéro de téléphone du Bureau de la Conférence sera le : (08) 11 60 71

LANGUES

Anglais, français et espagnol
Il y aura, pendant les sessions générales, une interprétation simultanée entre ces trois langues.

L'INSCRIPTION FINALE

La demande de d'inscription doit être faite sur le formulaire ci-joint et doit être parvenue au secrétariat, le 28 février 1979 au plus tard. (Passé cette date, la participation n'est possible que'à droit augmenté). Les participants recevront une lettre portant confirmation de l'inscription et du paiement. Cette lettre doit être présentée pour l'inscription au Bureau de la Conférence.

DROITS D'INSCRIPTION

Participants actifs : 500 crs jusqu'au 28 février, passé cette date: 600 crs.
Personnes accompagnantes : 150 crs

Les droits pour les participants actifs englobent l'entrée à toutes les sessions de la conférence, le programme définitif, la liste des participants, le recueil de résumés des documents et la participation au programme social prévu.

Les droits des personnes accompagnantes englobent le programme définitif et la participation au programme social prévu.

PAIEMENT

Les participants sont aimablement priés d'envoyer l'ensemble des droits avec le Formulaire I et ce, le 28 février 1979 au plus tard. Le paiement peut être adressé soit

- par un chèque libellé à la « 4ème Conférence Mondiale sur l'Usage du Tabac et la Santé », soit

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ORGANIZING COMMITTEE/
COMITE ORGANISATEUR/
COMITE ORGANIZADOR

Olle Hillerdal M D
Uppsala
Lars M Ramström Ph D
Stockholm
Birgitta Knutsson
Stockholm
Eric Carlens M D
Stockholm
Bengt Gustafsson M D
Stockholm
Ingemar Nygren
Stockholm
Håkan M Rahm
Stockholm
Bo Stensson
Stockholm
Malcolm Tottie M D
Stockholm
Nils Östby
Stockholm

PROGRAMME ADVISORS/
CONSEILLERS AU PROGRAMME/
ASESORES DE PROGRAMA

Governmental representatives/
Representants de gouvernements/
Representantes gubernamentales

Inge Jespersen M D
Copenhagen
Rauni-Leena Luukanen M D (1978)
Helsinki
Olavi Elo M D (1979)
Helsinki
Kjell Bjartveit M D
Oslo

Invited experts/Experts invités/
Expertos invitados

Gisela Gästrin M D B Sc
Helsinki
Walter G James
New York
Roberto Masironi Ph D
Geneva
A P Woudenberg M D
Copenhagen

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GENERAL PROGRAMME

SUNDAY, JUNE 17

15.00—20.00: Registration at the Conference Bureau, Folkets Hus, Barnhusgatan 12—14

16.00—17.30: Sightseeing tour of Stockholm

18.00—20.00: Welcome Reception at the Folkets Hus

MONDAY, JUNE 18

08.00: Registration

09.00: Opening Ceremony

10.15: Scientific Sessions

Evening: Reception in the City Hall.

TUESDAY, JUNE 19

All day: Scientific Sessions

Evening: Under the Bridges of Stockholm Performance at the Drottningholm Court Theatre

WEDNESDAY, JUNE 20

All day: Scientific Sessions

Evening: Stockholm Archipelago Cruise

THURSDAY, JUNE 21

All day: Scientific Sessions

17.00: Closure of the Conference

PROGRAMME GÉNÉRAL

DIMANCHE 17 JUIN

15 h-20 h: Inscription au Bureau de la Conférence, Folkets Hus, Barnhusgatan 12—14

16 h-17 h 30: Visite de Stockholm

18 h-20 h: Réception de bienvenue à Folkets Hus

LUNDI 18 JUIN

8 h: Inscription

9 h: Cérémonie d'ouverture

10 h 15: Sessions Scientifiques

Soirée: Réception à Hôtel de Ville.

MARDI 19 JUIN

Toute la journée: Sessions scientifiques

Soirée: Sous les ponts de Stockholm Spectacle au Théâtre Royal de Drottningholm

MERCREDI 20 JUIN

Toute la journée: Sessions scientifiques

Soirée: Excursion en bateau dans l'archipel de Stockholm

JEUDI 21 JUIN

Toute la journée: Sessions scientifiques

17 h: Cloture de la conférence

PROGRAMA GENERAL

DOMINGO, 17 DE JUNIO

15.00—20.00: Registro en el Burò de la Conferencia, Folkets Hus, Barnhusgatan 12—14

16.00—17.30: Gira por Estocolmo

18.00—20.00: Recepción de bienvenida en Folkets Hus

LUNES, 18 DE JUNIO

08.00: Registro

09.00: Ceremonia de abertura

10.15: Sesiones cientificas

Por la tarde: Recepción en el Ayuntamiento.

MARTES, 19 DE JUNIO

Todo el dia: Sesiones cientificas

Por la noche: Gira por debajo de los puentes de Estocolmo
Asistencia al Teatro de la Corte de Drottningholm

MIÉRCOLES, 20 DE JUNIO

Todo el dia: Sesiones cientificas

Por la noche: Crucero por el archipiélago de Estocolmo

JUEVES, 21 DE JUNIO

Todo el dia: Sesiones cientificas

17.00 Cierre de la Conferencia

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INTRODUCTION

Dear Colleague,

In May 1978, the 31st World Health Assembly expressed in a resolution (WHA 31.56) its recognition of "the increasing and indisputable scientific evidence" showing the relation between tobacco-smoking and a number of important diseases. The Assembly also expressed its being "seriously concerned at the alarming increase in production and consumption of cigarettes during the last two decades in some of the countries, particularly developing countries, in which it was previously not widespread, . . ."

These statements of the World Health Assembly are supported by all those who are working with different aspects of health promotion. The 4th World Conference on Smoking and Health wants to bring together a comprehensive group of such people to discuss related problems.

More specifically, the purposes of the conference have been stated as:

- To analyze the impact of smoking in the field of health and other relevant areas, thereby determining the nature and magnitude of this problem in different parts of the world.
- To review possible types of activities that could be undertaken in order to limit and prevent unfavourable effects of smoking.
- To stimulate such future international collaboration that can promote the development and world-wide adoption of effective strategies against smoking.

As you will se from the enclosed material the scientific programme of the conference will be designed so as to fulfil these purposes.

The cover presents some technical baseline data about the conference. Futher information is given on separate sheets, namely:

- Scientific programme
- Exhibition of educational material
- Social programme
- Registration (Form I)
- Accommodation (Form II)
- Application to present a paper (Form III)
- Abstract of contributed paper (Form IV)

A substantial reduction of smoking-related problems in some countries and the prevention of serious such problems in other countries will take a lot of effort and development in many areas. This process will be facilitated by or to certain parts rather depend upon international collaboration. It is our hope that, with your help, the 4th World Conference on Smoking and Health will contribute to this development and we look forward to welcoming you to Stockholm 18—21 June, 1979.

Yours sincerely,

Olle Hillerdal

Olle Hillerdal MD
President of the conference

Lars M. Ramström

Lars M Ramström Ph D
Secretary General of the conference

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SCIENTIFIC PROGRAMME

The scientific programme will include three kinds of sessions. A major part of the programme will consist of the "General Sessions". They will be structured around presentations by invited speakers and include discussion from the floor. The General Sessions will cover the full scope of the conference. During these sessions there will be simultaneous interpretation between English, French and Spanish. In addition to the General Sessions, there will be concurrent "Special Interest Sessions" on specific topics that deserve a more detailed discussion, and series of sessions for free communications, "Contributed Papers Sessions".

The Special Interest Sessions will, like the General Sessions, be mainly structured around introductory remarks by invited speakers but as a general rule these sessions will provide extended opportunities for informal discussions among all the participants. The structure of these sessions will vary, according to the nature of the topic in discussion.

Contributed Papers Sessions will be organized in order to offer opportunities for presentation of short reports on different actions or research projects.

Also an exhibition of educational material will be organized in connection with the conference.

General sessions

Scientific background

The programme of the General Sessions will be structured in direct connection to the purposes that have been established (see "Introduction"). The General Sessions include three principal parts, each one covering a main theme. The first one is "Health and society — the impact of smoking" and should give a worldwide perspective of health and the way that health promotion activities are influenced by the smoking habit and the activities aimed at smoking control. This will include an analysis of economic factors as well as an analysis of differences between problem patterns in different countries and different parts of the world. This general introduction will be followed by a review of current development in related scientific research, both in the medical field and the field of behavioural and social sciences. In the latter part specific questions about the situation in the developing countries will be analysed.

Action

The second main theme is "Action for smoking control". Formerly it has been more usual to discuss smoking control according to different types of action: education, treatment, legislation etc. Therefore we think it will be useful to try a new, objective-oriented sort of approach. Through this we hope that the fulfilment of each objective could be discussed in a more comprehensive way by including all kinds of action that could contribute to the fulfilment of the objective in question. The comprehensiveness is important because probably no single objective could be fulfilled by for example a single piece of legislation or a single piece of educational material. The objective-oriented approach may contribute to promote a general thinking in terms of multifaceted programmes.

International collaboration

The third main theme of the General Sessions is "Promotion of international collaboration". Here the importance and possibilities of international collaboration will be discussed and current international activities will be reviewed. The session should end with conclusions regarding urgent future work, especially during the period before next world conference that will hopefully be held 1983.

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TENTATIVE PROGRAMME FOR GENERAL SESSIONS

MONDAY, JUNE 18

OPENING CEREMONY

MAIN THEME: HEALTH AND SOCIETY — THE IMPACT OF SMOKING

Keynote presentation:
Global efforts for better health — the role of smoking control

Subtheme **Smoking — a worldwide health problem**

Limitation of smoking — possibilities for prevention of disease
a) Typical features in industrialized countries
b) Typical features in developing countries

Subtheme **Smoking and health**

Symposium on medical sciences (6 speakers, each one covering a pertinent item by delivering position statements concentrating on recent advances)

Items:

- Over-all morbidity and mortality, Cardiovascular diseases, Cancer
- Non-neoplastic respiratory and other diseases
- Smoking and occupational health
- Different ways of smoking, Smoking as a dependency disorder
- Passive smoking
- Smoking and women

TUESDAY, JUNE 19

Subtheme **Smoking and society**

Symposium on social and behavioural sciences (4 speakers, each one covering a pertinent item by delivering position statements concentrating on recent advances)

Items:

- How smoking behaviour develops in an individual
- The social role of smoking in different cultures
- Adults smoking — patterns and trends
- Juvenile smoking — patterns and trends

Symposium on economic and other relevant sciences (4 speakers, each one covering a pertinent item by delivering position statements concentrating on recent advances)

Items:

- Agricultural aspects on growing tobacco and alternative crops
- Economic advantages and disadvantages related to the production of tobacco
- Government and company policies in relation to international marketing of tobacco
- Special problems of developing countries

MAIN THEME: ACTION FOR SMOKING CONTROL

Keynote presentation:
Smoking control — an integral part of health politics

Subtheme **Establishing non-smoking policies**

The present situation in smoking control —a worldwide review

Goals and methods — basic principles for the design of smoking control programmes.

Panel discussion on "Governmental policies on smoking and health".

AMONG THE SPEAKERS YOU WILL FIND

Oladipo Akinkugbe M D, Nigeria
Kurt Baumgartner, Canada
Kjell Bjartveit M D, Dr P H, Norway
Eric Carlens M D, Sweden
Mike Daube, England
Rosmarie Erben Dipl Psych, FRG
Allan C Erickson, USA
Charles Fletcher M D, England
Sir George Godber, England
Nigel Gray M D, Australia
Gisela Gastrin M D, Finland
E Cuyler Hammond Sc D, USA
Daniel Horn Ph D, USA
Walter G James, USA
Inge Jespersen M D, Denmark
Leo A Kaprio M D, Dr P H, WHO Copenhagen
Halfdan Mahler M D, WHO Geneva
Roberto Masironi Ph D, WHO Geneva
David Nostbakken, Canada
Irving Rimer, USA
Lars M Ramström Ph D, Sweden
Julie Sulianti Saroso M D, Indonesia
Jerome L Schwartz Dr P H, USA
Wolfgang Schwarz, Dipl Psych, GDR
Robert Wake Ph D, Canada
A P Woudenberg M D, WHO Copenhagen

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WEDNESDAY, JUNE 20

Subtheme **Preventing the on-set of smoking**

The multi-step process of starting smoking — different possibilities for intervention

How young people feel about smoking — typical reactions at different ages

Symposium on preventive action (6 speakers, each one covering a pertinent item by delivering position statements concentrating on recent advances)

Items:

- Mass media activities
- Pre-school environments
- Activities at school (instructional activities, sports, school health activities, regulatory activities)
- Youth, parent and teachers organizations
- Legislative measures
- Evaluation of preventive measures

Subtheme **Changing smoking behaviour**

Priority and choice of goals — stopping completely vs less harmful ways of smoking

The multistep process of stopping smoking — the multitude of intervention needs

Symposium on cessation activities (6 speakers, each one covering a pertinent item by delivering position statements concentrating on recent advances)

Items:

- Mass media activities
- Reaching the individual (at school, in the health care system, at places of work, in organizations)
- The use of key-persons — training programmes and working materials
- Therapeutical methods for cessation and preventing of relapses
- Legislative measures
- Evaluation problems

THURSDAY, JUNE 21

Subtheme **Influencing public attitudes**

The role of the politicians
Encouraging the public at large to urge and to support action for smoking control
Influencing the social climate with regard to smoking
The importance of exemplars
Restrictions on smoking
Tobacco sales promotion
Establishing smoke-free environments

MAIN THEME: **PROMOTION OF INTERNATIONAL COLLABORATION**

Keynote presentation:
Strengthening our resources by international collaboration

Review of current international activities
Panel discussion on "Ideas for future action"
Summing up
Closure of the conference

SUBMISSION OF CONTRIBUTED PAPERS

Participants wishing to present a paper should supply an abstract typed on Form IV (enclosed) to the Conference Secretariat not later than February 28, 1979. The papers may be written in English, French or Spanish.

If accepted by the Organizing Committe, such papers are to be presented orally in a Contributed papers session. 10 minutes will be alloted to each paper for presentation.

Each author will be notified before the end of May whether his/her contribution has been accepted.

Abstracts of accepted papers will be printed in an Abstract Book which will be presented to participants upon registgration at the Conference Bureau.

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OUTLINE OF PROGRAMME STRUCTURE

Day	GENERAL SESSIONS *(Simultaneous interpretation between English, French and Spanish)*	SPECIAL INTEREST SESSIONS *(Introductory remarks by invited speakers followed by discussion. Examples of topics, see below.)*			CONTRIBUTED PAPERS SESSIONS *(10 minutes presentations grouped together in relevant areas)*	Exhibition of educational material
MONDAY	OPENING CEREMONY HEALTH AND SOCIETY — THE IMPACT OF SMOKING Smoking — a worldwide health problem					WILL TAKE PLACE DURING THE WHOLE CONFERENCE
	Smoking and health					
TUESDAY	Smoking and society	Tobacco advertising	Smoking and youth	Passive smoking		
	ACTION FOR SMOKING CONTROL Establishing non-smoking policies	Evaluation of programmes	Action at athletic and sports clubs	Action at school		
WEDNESDAY	Preventing the on-set of smoking	Smoking cessation techniques	Action on parents and teachers	Non-smoking places of work		
	Changing smoking behaviour	The use of mass media	Special problems in developing countries	Less harmful cigarettes		
THURSDAY	Influencing public attitudes	International exchange of technical information	The assessment of smoking habits	Assessment of health costs due to smoking		
	PROMOTION OF INTERNATIONAL COLLABORATION					

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Quatrième Conférence mondiale sur l'Usage du Tabac et la Santé
Stockholm, Suède, 18–21 juin 1979

EXHIBITION OF EDUCATIONAL MATERIAL

In conjunction with the Fourth World Conference on Smoking and Health there will be an exhibition organized in collaboration with the World Health Organization and the International Union against Cancer. The aim of the exhibition is to illustrate educational programmes that have been developed in different countries. The exhibition material should include both a short text describing the programme design and samples of material used in the programme.

The conference participants are invited to submit material for this exhibition. However, the availability of space is strictly limited, so we cannot guarantee that all contributions can be accommodated.

Those who want to submit material for the exhibition should first contact the Conference Secretariat and will then receive information about technical data and instructions how to proceed.

Address: The Conference Secretariat of the
4th World Conference on Smoking and Health
c/o RESO Congress Service
S-105 24 STOCKHOLM
SWEDEN

10050090811

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SOCIAL PROGRAMME

Sunday, June 17

16.00—17.30 S1 Stockholm in a Nutshell
Price: Skr 25

18.00—20.00 Welcome Reception

Monday, June 18

Evening Reception in the City Hall

Tuesday, June 19

Evening S2 Drottningholm Court Theatre
Price: Skr 125
S3 Under the Bridges of Stockholm
Price: Skr 25

Wednesday, June 20

Evening S4 Stockholm Archipelago
Price: Skr 200

Additional programme for accompanying persons

Monday, June 18

Morning A1 Introductory Tour and Welcome Luncheon
Price: Skr 10

Tuesday, June 19

Morning A2 Old Town
Price: Skr 30

Wednesday, June 20

Morning A3 Waldemarsudde and Wasa
Price: Skr 40

Thursday, June 21

Morning A4 Stockholm of Today
Price: Skr 50

Tour description, see overleaf

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TOUR DESCRIPTION

S1. Stockholm in a nutshell
16.00—17.30
Departure by bus from Folkets Hus for an optional 1.5 hours' non-stop sightseeing tour of Stockholm covering both central, historic and modern suburban areas. This tour has been arranged especially for those attending the scientific sessions wishing to see something of Stockholm.
Price: 25.-

S2. Drottningholm Court Theatre
19.30—22.00
Departure by boat from the City Hall to Drottningholm Palace, where a divertissement will be given at the 18th century theatre by artists from the Royal Opera in Stockholm. The theatre is the only 18th century theatre in the world that is still in use with its original stage equipment. Return to Stockholm by bus.
Price: 125.-

S3. Under the Bridges of Stockholm
19.00—21.00
Departure by boat from Strömkajen (Grand Hotel) for a 2 hours' tour along some of Stockholm's loveliest waterways — under bridges, through locks and canals and across bays.
Price: 25.-

S4. Stockholm archipelago
19.00—23.00
Departure by M/S Kung Erik from Skeppsbron (Hotel Reisen) for a mini-cruise by boat through the unique and beautiful Stockholm archipelago with more than 22.000 islands and skerries. Entertainment and dinner on board.
Price: 200.- incl. dinner.

A1. Introductory tour and welcome luncheon
10.00—14.30
By bus to Millesgården, the home of the late sculptor Carl Milles, now a museum with many of the sculptor's works in the garden terraces. The tour also includes a visit to Kaknas Outlook Tower, the tallest building in Scandinavia. The tour will end with a Welcome Lucheon.
This tour is for registered accompanying persons only.
Price: 10.-

A2. Old Town
10.00—12.30
A conducted walk in the Old Town of Stockholm. Visit to one apartment, the Treasury and the Royal Armoury in the Royal Palace and the Cathedral.
Coffee included.
Price: 30.-

A3. Waldemarsudde and Wasa Museum
10.00—12.30
By bus to Wasa, the Royal Flagship, which sank in the harbour of Stockholm on its maiden voyage 1628 shortly after launching. Its salvages in 1961 and preservation make it one of the city's most interesting features. Further to Waldemarsudde, home of the late Prince Eugen, who was a painter and who donated his home to the Swedish people for a beautiful art museum, showing pieces of art from the beginning of this century.
Coffee included.
Price: 40.-

A4. Stockholm of today
09.00—12.00
By bus to a modern recidential area and social institutions, providing a picture of modern Swedish life. The tour includes visit to a flat, flexible built for the tenant's demands, a day nursery school and a new community centre. Coffee will be served.
Price: 50.-

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REGISTRATION

☐ Mr First name Family name
☐ Ms

Title

Address Country

Accompanied by family member(s)

Please return before February 28, 1979 to:

4th World Conference
on Smoking and Health
c/o RESO Congress Service
S-105 24 STOCKHOLM
Sweden

Please keep a copy!

Please use typewriter or BLOCK LETTERS!

These fees should be paid on submission of the form.

Binding registration	Fee per person (Skr) Before February 28	After	No of persons	Total fee Skr
Active participant	500	600	1	
Accompanying person(s)	150			
S1 Stockholm in a Nutshell	25			
S2 Drottningholm Court Theatre	125			
S3 Under the Bridges of Stockholm	25			
S4 Stockholm Archipelago	200			
A1 Introductory Tour and Welcome Luncheon*	10			
*Registered accompanying persons only			Total fee	

Please note:
Personal cheques on non-Swedish banks cannot be accepted.

☐ I have instructed my bank ..... date ..... 1979 to pay Skr ..... to Bank Account No 5203-29 132 24 Skandinaviska Enskilda Banken, S-106 40 STOCKHOLM, SWEDEN to the credit of 4th World Conference on Smoking and Health

US $ 1 = approx Skr 4:30 (November 1978)

☐ I am enclosing a cheque of Skr ..... drawn on a corresponding Swedish bank to the credit of 4th World Conference on Smoking and Health

Mailing address after April 1, 1979

.....

.....

.....

Date ..../..... 1979

Signature .....

For bureau remarks (leave empty)

1005090814

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FORM II

Fourth World Conference on Smoking and Health
Stockholm, Sweden, 18–21 June 1979

Cuarta Conferencia Mundial sobre el Tabaco y la Salud
Estocolmo, Suecia, 18–21 junio 1979

Quatrième Conférence mondiale sur l'Usage du Tabac et la Santé
Stockholm, Suede, 18–21 juin 1979

ACCOMMODATION

☐ Mr First name Family name

☐ Ms

Address Country

Accompanying person(s)

Please book accommodation for ..... nights for ..... person(s) as follows:

CATEGORY A (rooms with bath)
..... single room, Skr 250—350
..... double room, Skr 375—475

CATEGORY B (rooms with bath)
..... single room, Skr 175—275
..... double room, Skr 200—400

CATEGORY C (rooms with bath/shower)
..... single room, Skr 125—225
..... double room, Skr 150—300

CATEGORY D (limited number of rooms)
..... single room, Skr 100—200
..... double room, Skr 150—200

ARRIVAL in Stockholm
on ...../...../ 1979
at ..... hours

☐ by plane
☐ by train
☐ by boat
☐ by car

DEPARTURE from Stockholm
on ...../...../ 1979

Special wishes concerning accommodation:

Mailing address after April 1, 1979

Date ...../...../ 1979

Signature

For bureau remarks (leave empty)

Please return before February 28, 1979 to:

4th World Conference
on Smoking and Health
c/o RESO Congress Service
S-105 24 STOCKHOLM
Sweden

Please keep a copy!

Please use typewriter or BLOCK LETTERS!!

You will be notified of your accommodation address by RESO Congress Service in May 1979. Payment for accommodation should be made directly to the hotel during your stay. Prices indicated here are for room only incl. service and taxes. Breakfast and other meals have to be paid for separately.

Hotel reservations are binding unless notice of cancellation or alteration is received at least two weeks before date of arrival.

The prices are subject to alteration without notice.

US $ 1 = approx Skr 4:30
(November 1978)

1005090815

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FORM III

Fourth World Conference on Smoking and Health
Stockholm, Sweden, 18–21 June 1979

Cuarta Conferencia Mundial sobre el Tabaco y la Salud
Estocolmo, Suecia, 18–21 junio 1979

Quatrième Conférence mondiale sur l'Usage du Tabac et la Santé
Stockholm, Suède, 18–21 juin 1979

APPLICATION TO PRESENT A PAPER

Please return before February 28, 1979 to:

4th World Conference on Smoking and Health
c/o RESO Congress Service
S-105 24 STOCKHOLM
Sweden

Please keep a copy!

Please use typewriter or BLOCK LETTERS!

Name(s) of author(s) (presenting author underlined)

Principal professional title (of presenting author)

Principal institute affiliation and address (of presenting author)

Title of abstract

To be presented in:

( ) English ( ) French ( ) Spanish

Presentation will be illustrated with the equipment indicated below (please cross in the appropriate square)

( ) Slides, size 5 × 5 cm (2" × 2") ( ) one projector ( ) two projectors

Short film to illustrate the paper within the time allowed for reading:

( ) silent ( ) optic sound ( ) magnetic sound ..... mm

Running time ..... minutes

( ) Over-head projector

Date .....

Signature .....

100509816

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FORM IV

Fourth World Conference on Smoking and Health
Stockholm, Sweden, 18–21 June 1979

Cuarta Conferencia Mundial sobre el Tabaco y la Salud
Estocolmo, Suecia, 18–21 junio 1979

Quatrième Conférence mondiale sur l'Usage du Tabac et la Santé
Stockholm, Suède, 18–21 juin 1979

ABSTRACT OF CONTRIBUTED PAPER

Return to the Conference Secretariat
c/o RESO Congress Service
S-105 24 STOCKHOLM, SWEDEN
before February 28, 1979

Title of abstract (in capital letters)
Author's designation (Prof/Mr/Ms/Dr), Name and Address
Text of abstract

Guidelines for filling in the abstract form

It is recommended that single spacing be used in the typing of the abstract, preferably on an electric typewriter and with a black ribbon. All the accepted abstracts will be published exactly as they are received, by means of an offset duplication system. Any smudges, errors and misspelling will show in print and should be avoided. Check the length of your abstract by typing it in a similar box on plain paper before using this special form. Fit the entire abstract within the box.

The abstract must contain the essential points of the paper, for example:

1. The objectives of the work.
2. A brief description of the methodology applied.
3. A summary of the results obtained.

100509817

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FORM IV

Fourth World Conference on Smoking and Health
Stockholm, Sweden, 18–21 June 1979

Cuarta Conferencia Mundial sobre el Tabaco y la Salud
Estocolmo, Suecia, 18–21 junio 1979

Quatrième Conférence mondiale sur l'Usage du Tabac et la Santé
Stockholm, Suède, 18–21 juin 1979

ABSTRACT OF CONTRIBUTED PAPER

Return to the Conference Secretariat
c/o RESO Congress Service
S-105 24 STOCKHOLM, SWEDEN
before February 23, 1979

Title of abstract (in capital letters):
OVERVIEW OF METHODS OF PUBLIC EDUCATION

Author's designation (Prof/Mr/Ms/Dr), Name and Address:

Mr Walter G James
Vice President for Public Education
American Cancer Society, Inc
NEW YORK, NEW YORK
U S A

Text of abstract

Essential to an effective discussion of Public Education in cancer control is precise definition. There is much misunderstanding, because the distribution of facts about cancer via leaflets, books, television and newspapers is often confused with cancer education.
Cancer education is a planned process, seeking individual action that will enhance the opportunities for prevention or early diagnosis of this disease. A variety of communication and educational methods should be employed in a continuing program based on what people know, believe and do about cancer. The assets and liabilities of present health education methods as related to cancer education will be discussed. Program planning as an essential process will be reviewed, and recommendations made regarding what educational methods are most effective with whom, and how these methods are implemented.

Guidelines for filling in the abstract form

It is recommended that single spacing be used in the typing of the abstract, preferably on an electric typewriter and with a black ribbon. All the accepted abstracts will be published exactly as they are received by means of an offset duplication system. Any smudges, errors and misspelling will show in print and should be avoided. Check the length of your abstract by typing it in a similar box on plain paper before using this special form. Fit the entire abstract within the box.
The abstract must contain the essential points of the paper, for example:
1. The objectives of the work.
2. A brief description of the methodology applied.
3. A summary of the results obtained.

10050818

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l'Usage du Tabac et la Santé

par virement bancaire, au No. 5203-29 132 24 Skandinaviska Enskilda Banken, S-106 40 STOCKHOLM, SUEDE, avec la mention « Droits pour M/Mme... ».

otez cependant que *les chèques per-onnels ne peuvent être acceptés.* Le aiement doit être fait en couronnes uédoises à une banque suédoise cor-spondante. *Votre versement doit être exempt de frais pour nous et vos man-ats bancaires doivent en faire état.* uillez également noter que votre in-cription et votre résumé éventuel ne eront considérés comme définitifs ue lorsque le secrétariat aura reçu otre paiement.

NNULATIONS

les demandes d'annulation sont reçues :	
ant le 15 avril 79	**les droits seront intégralement remboursés**
tre le 16 avril et 14 mai 1979	**les droits seront remboursés moins débours**
rès le 15 mai 979	**rien ne pourra être remboursé**

OGEMENT

e Service des Congrès de RESO se harge de retenir les chambres d'hôtel. a demande concernant l'hôtel doit êt-effectuée sur le Formulaire II et en-oyée avec le formulaire I.

RANSPORT DE L'AÉROPORT

e trajet en autobus de l'aéroport d'Ar-nda (vols internationaux et domesti-ues) vers le terminus du centre ville ure environ 45 minutes (cela coûte 17 rs). Le même trajet en taxi coûte au-ur de 150 crs.

XCURSIONS PRÉVUES POUR VANT ET APRÈS LA CONFÉRENCE

ne brochure comportant une des-iption de différentes excursions en candinavie sera envoyée en même mps que la confirmation de l'inscrip-on.

E CLIMAT ET LES ETEMENTS À EMPORTER

u mois de juin à Stockholm, la tem-érature diurne est en moyenne de) °C (68 °F) avec des nuits fraîches. êtements normaux en toutes circon-ances.

UTRES INFORMATIONS

our obtenir de plus amples informati-ns générales, écrivez au ecrétariat de la 4ème Conférence ondiale sur l'Usage du Tabac et la anté
o RESO Service des Congrès
-105 24 STOCKHOLM
JEDE
éléphone : (08) 20 16 62
élex : 19805 RESO

vous voulez obtenir de plus amples formations sur le programme scienti-ique, vous êtes priés d'écrire au:

omité Organisateur de la 4ème Con-rence Mondiale sur l'Usage du Tabac la Santé
ox 23110
104 35 STOCKHOLM
JEDE

Cuarta Conferencia Mundial sobre el Tabaco y la Salud

ORGANIZADORES

El Ministerio de Sanidad y Asuntos Sociales.
La Asociación Nacional sobre las Consecuencias del Tabaco para la Salud (NTS).

PATROCINADORES

La Sociedad Sueca de Lucha contra el Cáncer.
La Asociación Nacional Sueca contra las Enfermedades Cardiacas y Pulmonares.

COPATROCINADORES

Sociedad y Federación Internacional de Cardiología.
Unión Internacional Contra el Cáncer.
Unión Internacional Contra la Tuberculosis.
Unión Internacional para la Educación Sanitaria.
Organización Mundial de la Salud.

DÍA Y LUGAR

La Conferencia se celebrará del 18 al 21 de junio de 1979 en Folkets Hus, el Centro de Conferencia, Barnhusgatan, 12—14, Estocolmo, Suecia.

BURÓ DE CONFERENCIA

Durante la Conferencia habrá un Buró de Conferencia en la Folkets Hus. Estará abierto para el registro, etc, durante los días y horas siguientes:

Domingo, junio 17,	**15.00—20.00**
Lunes, junio 18,	**08.00—17.00**
Martes, junio 19,	**08.00—17.00**
Miércoles, junio 20,	**08.00—17.00**
Jueves, junio 21,	**08.00—13.00**

El número de teléfono en el Buró de la Conferencia será : (08) 11 60 71

IDIOMAS

Inglés, francés, español.
Durante las sesiones generales habrá interpretación simultánea entre estos idiomas.

REGISTRO FINAL

La solicitud de registro deberá efectuarse en el Formulario I que se adjunta, y deberá llegar al Secretaria a más tardar el 28 de febrero de 1979. (Después solamente a derechos aumentados) Los participantes recibirán una carta confirmando el registro y el pago. Esta carta deberá ser mostrada al registrarse en el Buró de la Conferencia.

TARIFAS DE REGISTRO

Participantes activos: Coronas suecas 500, hasta el 28 de febrero, luego 600 coronas suecas. Personas acompañantes : Coronas suecas 150. La tarifa para participantes activos incluye la entrada a todas las sesiones de la Conferencia, recepción del programa final, lista de participantes, libro de resumenes y participación en el programa social, tal como se describe. La tarifa para las personas acompañantes incluye la recepción del programa final y la participación en el programa social, tal como se describe.

PAGO

Se ruega a los participantes que envien sus pagos junto con el Formulario I, a más tardar el 28 de febrero de 1979. El pago puede efectuarse, ya sea:

- por cheque extendido a la "IV Conferencia Mundial sobre el Tabaco y la Salud", o
- transfiriendo de banco a la cuenta no. 5203-29 132 24 del Skandinaviska Enskilda Banken, S-106 40 ESTOCOLMO, SUECIA, mencionando "Tarifas para el Sr/Sra. . . .".

Tengan en cuenta que los *cheques personales no pueden ser aceptados.* El pago tiene que efectuarse en coronas suecas extendido a un Banco corresponsal sueco. *Sus envios quedarán exentos de cargas bancarias por nuestra parte y sus órdenes al Banco deberán llevar una nota a tal efecto.*

CANCELACIONES

Si las cancelaciones se reciben:	
antes del 15 de abril de 1979	**se efectuará un reintegro total**
del, 16 abril al 14 mayo 1979	**se efectuará el reintegro menos los gastos**
después del 15 mayo 1979	**no se efectuará ningun reintegro**

ALOJAMIENTO

El Servicio de Congresos de RESO se encargará de las reservas en los hoteles. Las solicitudes de alojamiento deberán hacerse empleando el Formulario II enviándolas junto con el Formulario I.

TRANSPORTES DEL AEROPUERTO

El transporte por autobús del aeropuerto de Arlanda (vuelos internacionales y nacionales) al Terminal en la ciudad tiene una duración de aprox. 45 minutos (tarifa, 17 coronas suecas). Este viaje en taxi cuesta aprox. 150 coronas suecas.

GIRAS ANTES Y DESPUÉS DE LA CONFERENCIA

Junto con la confirmación del registro se enviará un prospecto que describe varias giras en Escandinavia.

METEROLOGÍA Y ROPAS ADECUADAS

La temperatura media diurna en Estocolmo en junio es de aprox. 20° C (68° F), con noches frescas. La vestimenta es informal en todas las ocasiones.

OTRAS INFORMACIONES

Para obtener informaciones generales más detalladas, sírvanse escribir a:
La Secretaria de la Cuarta Conferencia Mundial sobre el Tabaco y la Salud
c/o RESO Congress Service
S-105 24 ESTOCOLMO
SUECIA
Teléfono: (08) 20 16 62
Télex: 19805 RESO

Para una información más detallada sobre el programa científico, sírvanse escribir a:
El Comité Organizador de la Cuarta Conferencia Mundial sobre el Tabaco y la Salud
Box 23110
S-104 35 ESTOCOLMO
SUECIA

1005090819

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